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Customer adoption patterns are important to understanding how to market new product for adoption. Without a clear understanding of what each type of adopter values it can be difficult, if not impossible to target them through marketing. A pattern language is a method of describing good design practices or patterns of useful organization within a field of expertise. The term was coined by architect Christopher Alexander and popularized by his 1977 book *A Pattern Language*. *User Interface Principles Every Designer Must Know*. Learn key human-computer interaction (HCI) research findings, and how to apply them to UX design problems. Human-computer interaction (HCI) researches the design and use of computer technology, focused on the interfaces between people and computers., *Patterns Of Hci Design And Hci Design Of Patterns*.

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